

Criterion A: Inquiring and analyzing

SECTION A – Maximum 1 page of A4 paper only. Essay of 150-250 words.

1. identify the problem from the design situation presented (think of possible strategies e.g., Brainstorming)
 - What is the nature of the problem?
 - Who is it a problem for?
 - Where is the problem occurring?
 - What is the cause of the problem?
 - What effect is the problem having?
 - Why do we need to solve this problem?

SECTION B – Maximum of 2 pages A4 paper

2. Come up with a Research Plan.
 - Use the problem as a benchmark and formulate at least 10 inquiry questions (combination of factual, conceptual or debatable) related to paper as the main material for the poster and the elements of design.
 - Formulate research questions (what relevant data (info) need to be collected)
 - Questions will be listed in order of importance to help prioritize and guide the research.
 - Where the data/info will be sourced? (whether sources are primary or secondary)
 - Prioritize Which sources are essential and which are desirable

SECTION C – Max 2 pages A4 paper

3. Image analysis of at least 3 posters and/or illustrations to observe how the elements and principles of design are applied.
 - Use the SWOT analysis (strengths, weakness, opportunities and threats) for each poster product. Annotations in paragraph should be at least 150 words. Include aesthetic analysis in each poster by labelling.

SECTION D – Max 3 pages A4 paper

4. At this point you must have collected a great deal of data needed to be analyzed and summarized. Analysis and summary must be presented in a design brief (a series of detailed paragraphs that present only the useful information). Brief should outline **what students need to design, provide answers** to each of the research questions (Summary of answers to each question should be 150-200 words), and **clarify the essential and desirable features** of a solution.
5. Documentation - Bibliography following the MLA format using citefast.com or easybib.com